


Facts Tell, Stories Sell!



PERSUASIVE PRESENTATIONS

Sharon Ferrier

A close-up photograph of a man's face, showing his eyes looking upwards and to the right. His hair is brown and styled. Above his head is a large, black-outlined thought bubble. Three smaller circles of increasing size lead from the bottom of the thought bubble to the man's forehead, indicating the source of the thought.

Please stop,
My brain is full!





Emotion

“People buy on emotion
and justify their
purchase with logic”

Anon



@MsPersuasive



**Make
people care**

**Make the
difficult easy**

Excite

Sell!

Stories

Explain

**Make your
message stick**



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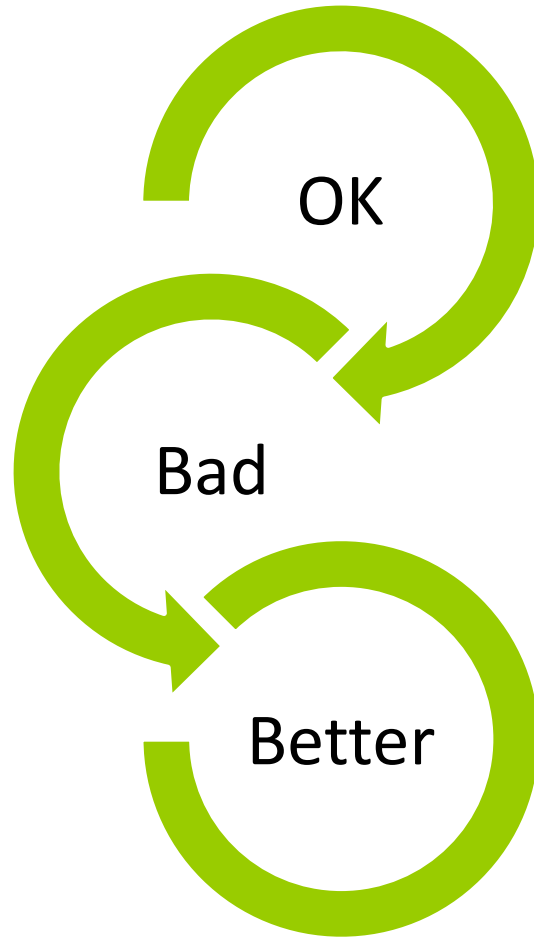
Story Telling Models

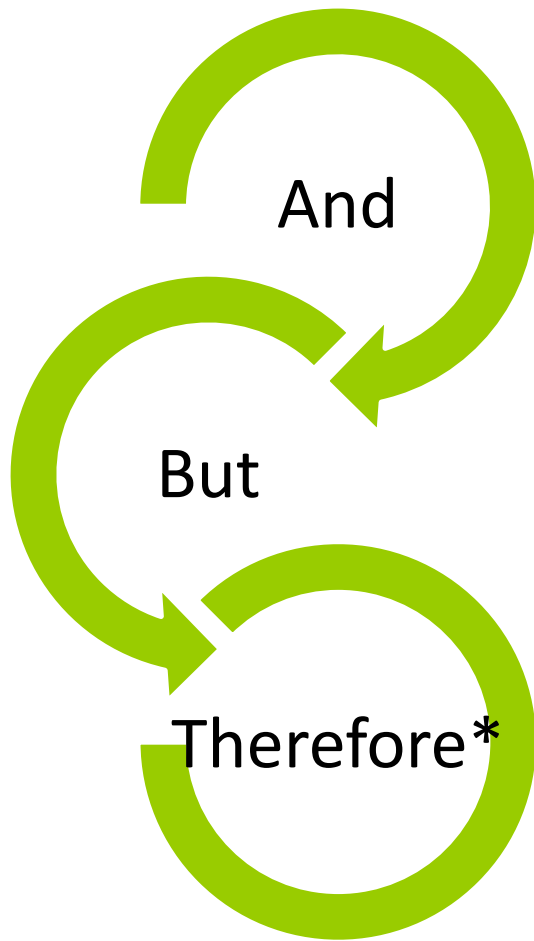


People

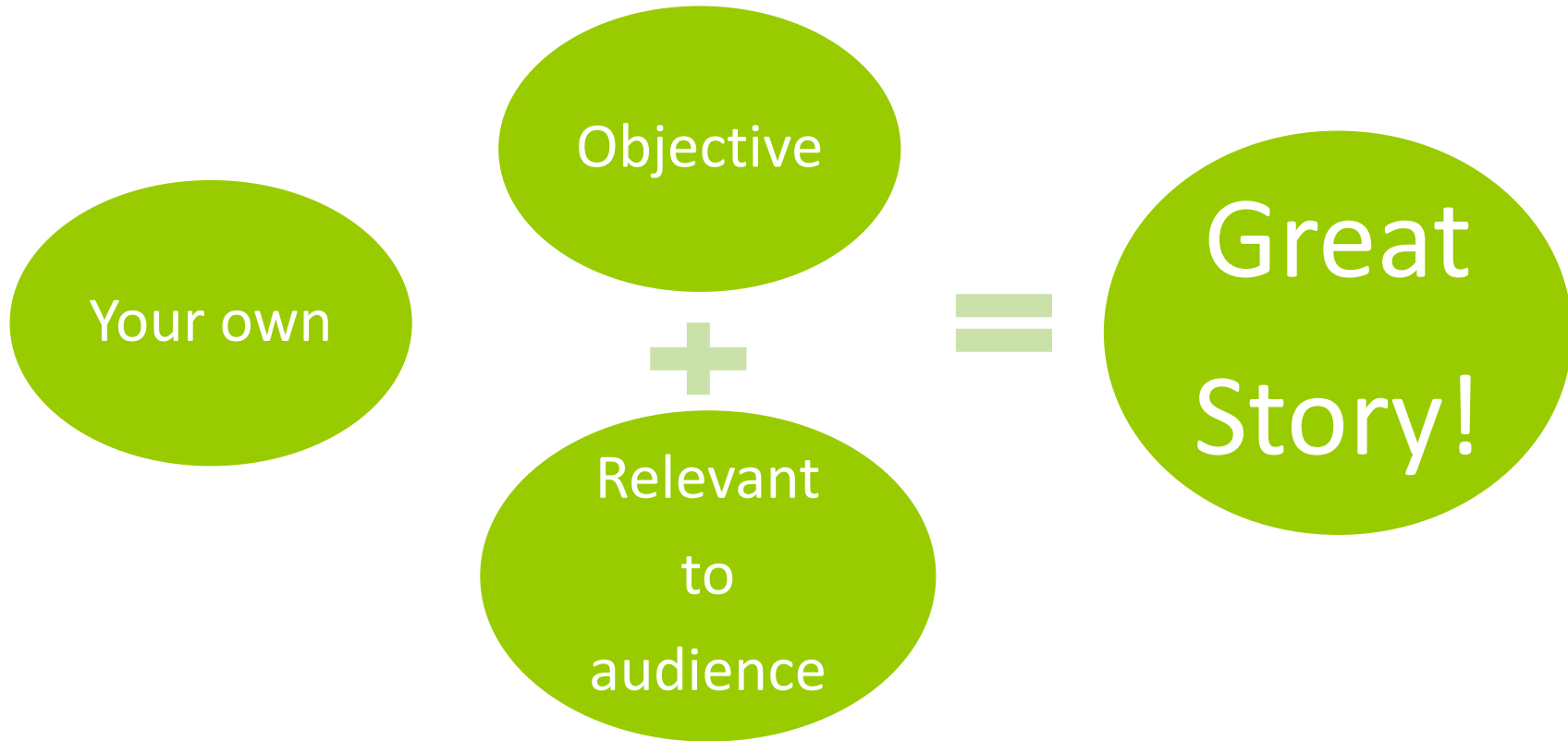
Place

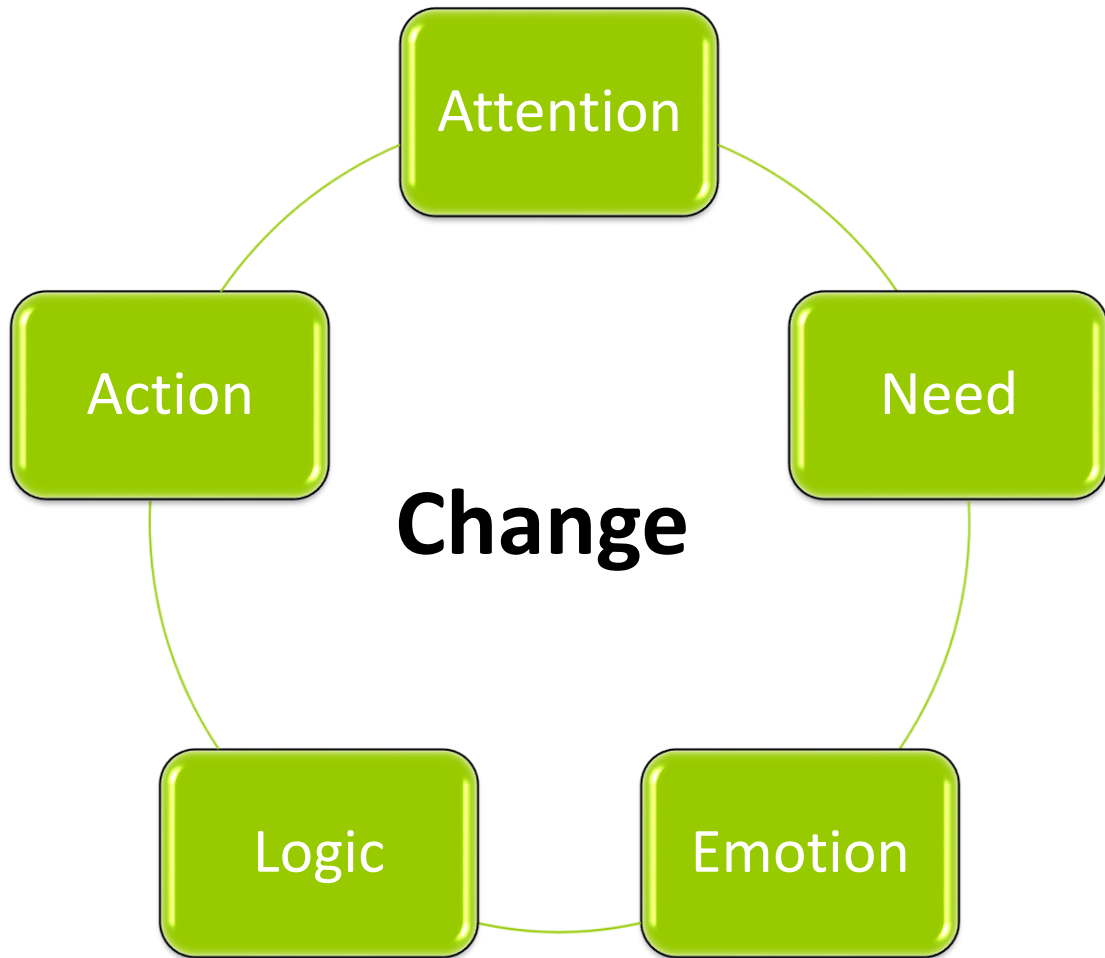
Event





*** Dr Randy Olson**







What Now?

Look and listen,

Tweak and try,


Collate and keep!



Sharon Ferrier

www.persuasivepresentations.com.au

 @MsPersuasive

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